

I. Title of Course: Personal Marketing and Career Development

A. Department - Administrative Studies

Sponsor: Bruce Bradway
Betsy McCalla-Wriggins

II. Essence:

- A. Course: Undergraduate Elective, Open to all majors
- B. Semester Hour Credit: 3 undergraduate credits
- C. Course Level: Sophomore Open to other students, e.g. Community College transfers
- D. Pre-requisites: None
- E. This course will be offered as an Administrative Studies elective. It will be open to all Administrative Studies majors and to students in other departments as well, since there are no pre-requisites.
- F. Suggested Time: Spring, 1980

III. Other Details:

- A. Glassboro State College faculty are available to teach the course. Material resources in the Library, Counseling Center, Career Planning and Placement Office, and Career Education Office are sufficient to provide students with a variety of information relevant to the career development process. Present classroom space is adequate to offer the course.
- B. Uniqueness: This course will provide students a structured, systematic opportunity to examine personal characteristics and academic preparation as these relate to career planning, to research career information, and to explore employment opportunities consistent with their areas of interest. The course will present techniques, methods, and processes that students will be able to implement as they make decisions throughout their academic and professional life.
- C. Objectives
 - 1. Students will be able to describe the phases of the career development process and where they are in this process.
 - 2. Students will describe decision making as related to their career plans.
 - 3. Students will identify their skills, interests and values and will integrate them into career options.
 - 4. Students will identify and use printed, A.V. and human resources that provide information relative to their career options.
 - 5. Students will analyze their career choice relative to past, present, and future trends in the labor market.
 - 6. Students will develop a personal marketing plan to identify potential employers and to sell themselves to that employer.

D. Students will be evaluated on the normal A-F, P/NC scale.

E. Attached

. Topical Outline

- A. Theories of Career Development

1. Trait and Factor or Actuarial
2. Decision Theory (Gelatt, Hilton, Hershenson and Roth)
3. Sociological Emphases (Miller and Form, Hollingshead, Blau)
4. Psychological Emphases (Bordin, Nachmann, Segal, Galinsky)
5. Developmental Emphases (Super, Ginzberg, Tredeman)

- B. *The Scientific Method of Decision Making*
- C. *Personal Characteristics and Career Choice*
 - 1. *Interests*
 - 2. *Skills and Aptitudes*
 - 3. *Values*
 - 4. *Life Style and Role Options*
 - 5. *Personality Traits*
 - 6. *Achievement*
 - 7. *Home and Family*
 - 8. *Handicaps*
- D. *Job Characteristics*
 - 1. *Functional Skills*
 - 2. *Values and Goals*
 - 3. *Special Knowledges*
 - 4. *People Environments*
 - 5. *Working Conditions*
 - 6. *Salary and Level*
- E. *Vocational Assessment Tools*
 - 1. *Self Directed Search*
 - 2. *Vocational Preference Inventory*
 - 3. *Strong-Campbell Interest Inventory*
 - 4. *Differential Aptitude Test*
 - 5. *Temperament and Values Inventory*
 - 6. *Ohio Work Values*
 - 7. *Cooperative School and College Ability Tests
Series II - SCAT Form 1C*
 - 8. *Career Assessment Inventory*
 - 9. *Career Maturity Inventory*
 - 10. *California Psychological Inventory*
- F. *Research and Evaluation of Career Information*
 - 1. *The Ohio University Check List and Rating Device for
Evaluating Occupational Literature*
 - a. *Occupational Outlook Handbook*
 - b. *Encyclopedia of Careers and Vocational Guidance*
 - c. *Dictionary of Occupational Titles*
 - d. *Vocational Biographies*
 - e. *The Occupational Outlook for College Guidance*
 - f. *College Placement Annual*
 - g. *Vocational Guidance Quarterly*
 - h. *National Minority Business Directory*
 - i. *Career World*
 - j. *Action and Careers In A New Age*

2. *Multi-Media Information*

3. *People*

G. *Analysis of World of Work*

1. *Historical Perspective*

a. *Past*

b. *Present*

c. *Future*

2. *The Labor Market*

a. *Supply and Demand*

b. *Impact on Your Career Decision*

3. *Researching Organization*

H. *Marketing Strategies for Employment*

1. *Resumes*

a. *Functional*

b. *Chronological*

c. *Targeted*

2. *Letters*

a. *Broadcast*

b. *Cover*

2. *Networking*

3. *Interviewing*

a. *Practice Field Survey*

b. *Informational Interviewing*

c. *Interviewing for Hire*

I. *Evaluation of Job Opportunities*

V. *Rationale*

On the basis of the short-term course experiment, students indicated that the course content was relevant and very helpful:

"It helps to analyze your good and bad points, skills, values, etc. These seem to be very important in the job hunt."

- *"It does help you develop job market skills. It also helps you to get a closer look at yourself."*

- *"It makes the whole idea of a job search less frightening and makes you realize that there is more to it than looking in the newspaper."*

In the short-term experiment, the students continually requested additional information above and beyond the scope of the one credit courses. The information was relevant and can be provided when some time becomes available. Proper presentation of each of the three one credit courses also necessitated some overlap which will be handled and assimilated more efficiently when the scope of the course is extended to adequately cover these topics.

Offering the course for a full semester instead of a quarter will provide the time needed to properly cover the theories, processes, exercises, practical field experiences, work interviews and other course material.

In addition, offering a three credit Personal Marketing and Career Development course is in keeping with the national trend at colleges and universities. Examples of schools that offer such a course are:

Montclair State College
University of Pennsylvania
Temple University
Georgetown University
University of Maryland
Jersey City State College

VI. Results of Written Consultation (Attached)

VII. Catalogue Description

This course is designed to teach students a process of selecting and obtaining meaningful employment. Identifying and analyzing personal values, skills, interests, identifying job characteristics, exploring and evaluating occupations and developing marketing strategies for employment are included in the course.

In addition, this course provides students with guidelines to tailor course selection and extra curricular activities to enhance career development.



State of New Jersey
GLASSBORO STATE COLLEGE
GLASSBORO, NEW JERSEY 08028

DEAN OF PROFESSIONAL STUDIES

609-445-5241

October 15, 1979

Ms. Marguerite Stubbs,
Director
Counseling Center
Memorial Hall
Glassboro State College

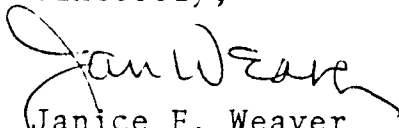
Dear Ms. Stubbs:

I am in receipt of your letter and a copy of the course proposal for a course in career development.

I think this is a valuable addition to the general elective curriculum. It is not duplicating the restricted Career Exploration Seminar which is required of teacher education majors. I feel this course will be of much benefit to all students.

If I may be of any further assistance, please feel free to call upon me.

Sincerely,


Janice F. Weaver
Dean of Professional
Studies

JFW/kls

Attachment

CAREER MAP

SPRING 1979

Content

1. I found this course to be: _____ interesting
_____ hard to understand
_____ appropriate for an
introduction course
_____ too basic
_____ other (explain)

2. The method used by the professor to discuss the content of the
course was:
- _____ easy to follow
_____ hard to follow
_____ interesting
_____ boring
_____ assisted in my
learning
_____ did not assist in
my learning
_____ other (explain)

3. The items that were most helpful in my learning were:
- _____ class discussions
_____ book
_____ exams
_____ practice field
survey
_____ information inter-
viewing
interviewing for
hire

4. The items that were least helpful in my learning were:

_____ class discussion

_____ book

_____ exams

_____ / practice field survey

_____ information toward interviewing

_____ interviewing for hire

I would recommend this course to a friend because: It makes me

understand what a job search is like and makes me

feel like I know how to do it and it's not as scary as it

seems like it is. I would recommend it to anyone who

I would not recommend this course to a friend because: _____

Any additional comments: I will recommend it

to anyone who is looking for a job and needs to

know how to do it. I would also like to

see if there are any other courses like this.

Thanks for your feedback.

Betsy McCalla-Wriggins

4. The items that were ^{MOST} ~~least~~ helpful in my learning were:

(oops- I misread
The question)

_____ ✓ _____ class discussion

_____ book

(Exams were practical - which I liked) exams

(Least Valuable) _____ practice field survey

_____ ✓ _____ information toward interviewing

_____ ✓ _____ interviewing for hire

I would recommend this course to a friend because: I think

the discussion is helpful - especially identifying one's skills in better done in a group situation.

Deadlines make us stop procrastinating and actually do the things we know we should.

I would not recommend this course to a friend because: _____

Any additional comments: I enjoyed the course.

Thank you!

Thanks for your feedback.

Betsy McCalla-Wriggins

CAREER MAP
SPRING 1979

Content

1. I found this course to be: _____ _____ interesting
_____ hard to understand
_____ appropriate for an
introduction course
_____ too basic
_____ other (explain)

2. The method used by the professor to discuss the content of the
course was:
_____ _____ easy to follow
_____ hard to follow
_____ interesting
_____ boring
_____ assisted in my
learning
_____ did not assist in
my learning
_____ other (explain)

3. The items that were most helpful in my learning were:
_____ _____ class discussions
_____ book
_____ exams
_____ practice field
survey
_____ information inter-
viewing
interviewing for
hire

4. The items that were least helpful in my learning were:

- class discussion
- book
- exams
- practice field survey
- information toward interviewing
- interviewing for hire

I would recommend this course to a friend because: don't know the course
about job search techniques, interviewing and resumes

I would not recommend this course to a friend because: it requires a
lot of work for a 1 credit R/NO course

Any additional comments: I learned a lot from this class and from the
interviews. It was good that the class was very small so that we
could discuss our experiences and learn from each other.

Thanks for your feedback.

Betsy McCalla-Wriggins

CAREER MAP

SPRING 1979

Content

1. I found this course to be: _____ interesting
_____ hard to understand
_____ appropriate for an introduction course
_____ too basic
_____ other (explain)

2. The method used by the professor to discuss the content of the course was:
- _____ easy to follow
_____ hard to follow
_____ interesting
_____ boring
_____ assisted in my learning
_____ did not assist in my learning
_____ other (explain)

3. The items that were most helpful in my learning were:
- _____ class discussions
_____ book
_____ exams
_____ practice field survey
_____ information interviewing
interviewing for hire

4. The items that were least helpful in my learning were:

- _____ class discussion
- _____ book
- _____ exams
- _____ practice field survey
- _____ information toward interviewing
- _____ interviewing for hire

I would recommend this course to a friend because: _____

I would not recommend this course to a friend because: _____

Any additional comments: _____

Thanks for your feedback.

Betsy McCalla-Wriggins

4. The items that were least helpful in my learning were:

- _____ class discussion
- _____ book
- _____ exams
- _____ practice field survey
- _____ information toward interviewing
- _____ interviewing for hire

I would recommend this course to a friend because: the class size is small and there is more involvement by the class

I would not recommend this course to a friend because: _____

Any additional comments: Would like to have done some mock interviews in class (interview-for-hire)* Also if a personnel mgr. could come into class to do some interviewing. (This was done in a Mgmt Communications / P.R course)

Thanks for your feedback.

Mrs. Neisser

Betsy McCalla-Wriggins

CAREER MAP

SPRING 1979

Content

1. I found this course to be: interesting
 hard to understand
 appropriate for an introduction course
 too basic
 other (explain)

Good course to get to
better understand the job hunt

2. The method used by the professor to discuss the content of the course was:
 easy to follow
 hard to follow
 interesting
 boring
 assisted in my learning
 did not assist in my learning
 other (explain)

Organized and well
paced

3. The items that were most helpful in my learning were:
 class discussions
 book
 exams
 practice field survey
 information inter-
viewing
interviewing for
hire

The outside work
was beneficial, even more
when we all discussed in
class

4. The items that were least helpful in my learning were:

_____ class discussion

_____ book

_____ exams

_____ practice field survey

_____ information toward interviewing

_____ interviewing for hire

I would recommend this course to a friend because: It would be
a course that he or she could get direct experience
of preparing for future employment

I would not recommend this course to a friend because: The pass
grade of 80% is high

Any additional comments: Please contact me if there is
any problems with my grade I need point to
graduate.

Thanks for your feedback.

Betsy McCalla-Wriggins

Nancy Magawka

831-3772

CAREER MAP

SPRING 1979

Content

1. I found this course to be: _____ interesting
_____ hard to understand
_____ appropriate for an introduction course
_____ too basic
 _____ other (explain)
not approp. for my needs

2. The method used by the professor to discuss the content of the course was:
- _____ easy to follow
_____ hard to follow
_____ interesting
_____ boring
_____ assisted in my learning
 _____ did not assist in my learning
_____ other (explain)

3. The items that were most helpful in my learning were:
- _____ class discussions
_____ book
_____ exams
_____ practice field survey
 _____ information inter-
viewing
 _____ interviewing for hire

4. The items that were least helpful in my learning were:

- _____ class discussion
- _____ book
- _____ exams
- _____ practice field survey
- _____ information toward interviewing
- _____ interviewing for hire

I would recommend this course to a friend because: they were confused about what direction to go in - career wise. They needed one credit

I would not recommend this course to a friend because: they already knew where they were headed in their career. Also if they wanted help writing a resume

Any additional comments: I did not get all that I expected out of the course. I expected to spend more time on resumes.

Thanks for your feedback.

Betsy McCalla-Wriggins

CAREER MAP

SPRING 1979

Content

1. I found this course to be: _____ interesting
_____ hard to understand
_____ appropriate for an
introduction course
_____ too basic
_____ other (explain)

2. The method used by the professor to discuss the content of the
course was:
_____ easy to follow
_____ hard to follow
_____ interesting
_____ boring
_____ assisted in my
learning
_____ did not assist in
my learning
_____ other (explain)

3. The items that were most helpful in my learning were:
_____ class discussions
_____ book
_____ exams
_____ practice field
survey
_____ information inter-
viewing
interviewing for
hire

4. The items that were least helpful in my learning were:

- _____ class discussion
- _____ book
- _____ exams
- _____ practice field survey
- _____ information toward interviewing
- _____ interviewing for hire

I would recommend this course to a friend because: _____

I would not recommend this course to a friend because: _____

Any additional comments: _____

Thanks for your feedback.

Betsy McCalla-Wriggins

CAREER MAP

SPRING 1979

Content

1. I found this course to be: _____ interesting
_____ hard to understand
_____ appropriate for an introduction course
_____ too basic
It wasn't really basic. There was a lot of work involved. _____ other (explain)

2. The method used by the professor to discuss the content of the course was:
_____ ✓ _____ easy to follow
_____ hard to follow
_____ interesting
_____ boring
_____ assisted in my learning
_____ did not assist in my learning
_____ other (explain)

3. The items that were most helpful in my learning were:
_____ ✓ _____ class discussions
_____ ✓ _____ book
_____ exams
_____ ✓ _____ practice field survey
_____ ✓ _____ information interviewing
_____ ✓ _____ interviewing for hire

4. The items that were least helpful in my learning were:

- _____ class discussion
- _____ book
- _____ exams
- _____ practice field survey
- _____ information toward interviewing
- _____ interviewing for hire

I would recommend this course to a friend because: It does help you
develop job market skills. It also helps you to get
a closer look at your self.

I would not recommend this course to a friend because: This course
does require a lot of work. I guess it would depend
on the person how important this subject is.

Any additional comments: I feel there should of been
more time on resumes, and cover letters. Also, it would
of helped if we could of had some mock interviews in
class.

Thanks for your feedback.

Betsy McCalla-Wriggins

CAREER MAP
SPRING 1979

Content

1. I found this course to be: _____ interesting
_____ hard to understand
_____ appropriate for an introduction course
_____ too basic
_____ other (explain)

2. The method used by the professor to discuss the content of the course was:
_____ easy to follow
_____ hard to follow
_____ interesting
_____ boring
_____ assisted in my learning
_____ did not assist in my learning
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3. The items that were most helpful in my learning were:
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_____ information inter-
viewing
interviewing for
hire

4. The items that were least helpful in my learning were:

- _____ class discussion
- _____ book
- _____ exams
- _____ practice field survey
- _____ information toward interviewing
- _____ interviewing for hire

I would recommend this course to a friend because: it helps to
analyze your good & bad points skills values, etc.
These seem to be very important in the job hunt.

I would not recommend this course to a friend because: if the
course was already set in what they wanted to
do I wouldn't think this course would be
necessary.

Any additional comments: The book was not totally
summary, thorough, and overall analysis. It was
the most helpful.

Thanks for your feedback.

Betsy McCalla-Wriggins